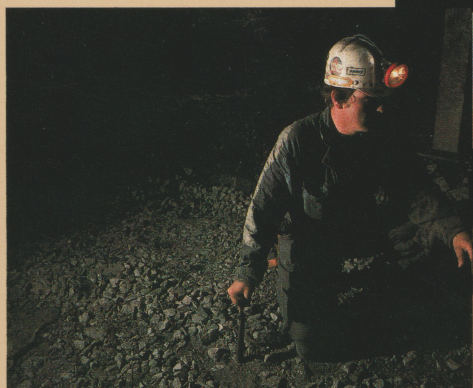
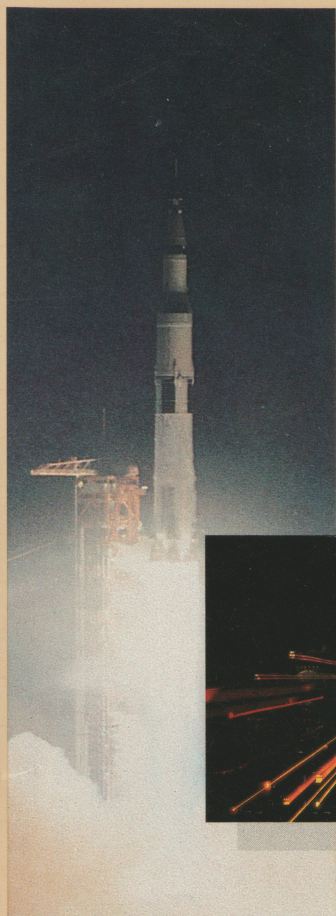


Apples In Training



Apple—The Trainer's Computer

Training has always been important in organizations because of its measurable influence on performance and productivity. To train people effectively, you've got to use the latest technology—and today that means the personal computer.

Today, when you hear the words "personal computer," you inevitably hear about Apple. Powerful, easy-to-use, and portable, Apple computers are changing the way we live, the way we work—and the way we're trained. High schools and colleges use Apples to teach everything from auto mechanics to foreign languages. And now, the business and service sectors are using them to train sales people, service personnel, administrators, nurses, pilots, and many other professionals.

Why? Because with Apple computers your training programs can be friendly, more motivating, more "personal." Self-paced and more consistent. And above all, more cost-effective. The Apple's unique combination of features and capabilities makes it all possible. With the Apple you can orchestrate a variety of instructional forms, including sound, high-resolution graphics, color, simulations, and interactive video capabilities.

But the Apple II is more than just a fancy piece of hardware. It's the heart of a sophisticated training system that allows you to:

- create your own dynamic instructional programs, without having to rely on outside consultants or programmers;
- engage and motivate students, making it easier for them to learn;

One company has developed a low-cost, highly sophisticated simulation for teaching pilots, using Apple II Plus computer systems with interactive video programs.



In the southwestern U.S., telephone personnel are being trained in just hours on Apple systems that exploit computer simulation techniques to explain the "why" of installation procedures.

■ simulate real-life conditions, so your students better prepared from experience even as they leave the classroom;

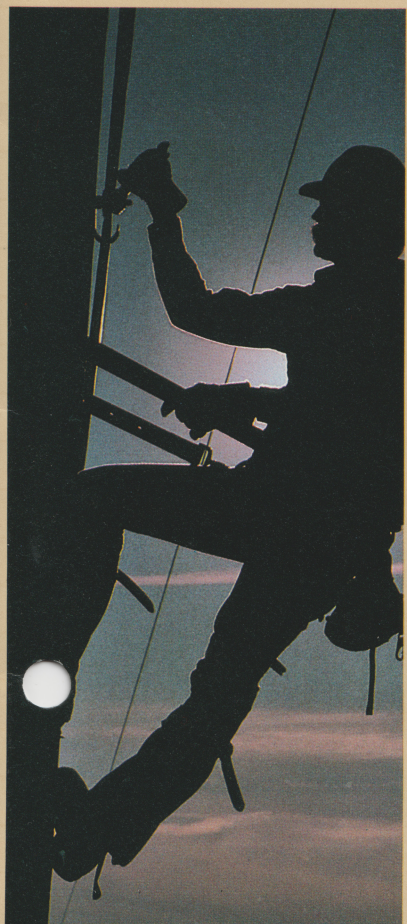
■ handle administrative tasks more efficiently, leaving you more time to spend with the individuals who need extra help;

■ test student comprehension as often as you like, identifying problem areas earlier;

■ modify instruction based on results, thereby providing additional review when it's necessary and avoiding needless elaboration when it's not;

■ document results quickly and thoroughly, so you can demonstrate the effectiveness of your training programs.

The apple is the most powerful training delivery system you'll ever use—and one of the smartest business investments you'll ever make.



Apple II—A Powerful Training Delivery System

As a training delivery system, Apple computers adjust to *your* requirements, not the other way around. Here are six good reasons why.

1. They're simple to use.

Whether you're training people with them or being trained on one, Apples are easy, even fun to work with. A few simple keystrokes are all it takes for students to work their way through a lesson, or for instructors to modify a training lesson. (There also are "touch screen" and light pen accessories commercially available for the Apple, which eliminate the need to use keyboards at all and make it even simpler and faster for students to interact with training program materials.

2. They motivate students. Students find themselves becoming more involved with the training process when they use an Apple, because of its ability to combine sound, graphics, animation, and other displayed information with the latest video technologies. Studies show that increased motivation results in speedier comprehension and greater retention—and in fact, that's just what happens when training is done on an Apple.

3. They're effective.

Apple-based instruction works so well because it's consistent, and because it allows for self-paced, individualized learning. These characteristics and capabilities help maximize the productivity of both the instructor and the student.

Self-paced learning is easy with an Apple training system, because the Apple itself can be an infinitely patient instructor, letting students repeat lessons they're unsure of and skip ones that are already familiar. The result is a highly efficient training process that not only makes students competent as fast as they're able to learn, but also frees instructors from repetitious, lock-step lecturing so they can work individually with those students needing extra help.

4. They're efficient.

Every Apple in a training classroom is actually like another instructor's assistant. And the students really benefit from all the individual attention. The Apple moves students efficiently through the exercises that help them become competent in the skills and knowledge they need.

The instructor in an Apple training classroom benefits, too. Instead of being tied down spending time with the *mechanics* of delivering the course, the instructor is free to give extra help to those who need it. And free to commend and encourage students as they progress through the course.

5. They deliver consistent training. With Apple-based training, the quality of instruction doesn't vary from instructor to instructor, or from one location to another. Lessons are always clear and carefully organized. And the student controls the pace.

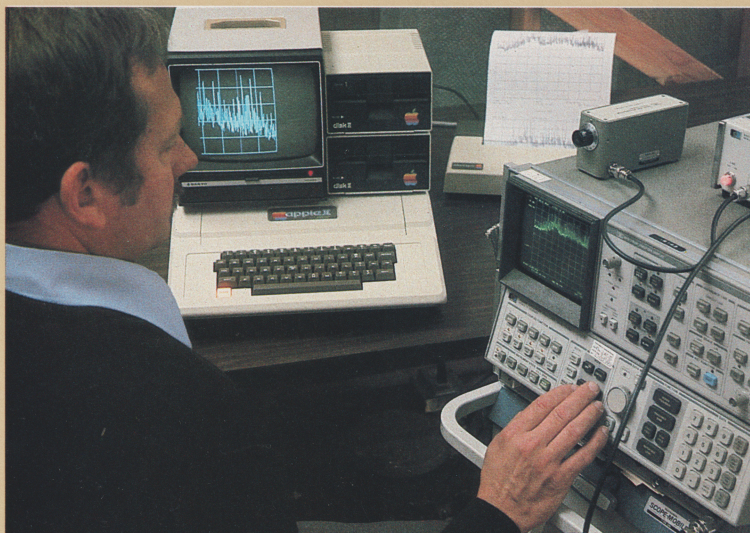
6. They save you money.

Considering their wide range of applications and capabilities (even aside from training), Apples are just plain inexpensive to begin with. The same systems you use for training can also be used to run a department or a business, or to evaluate complex problems such as sales forecasting and inventory accounting.

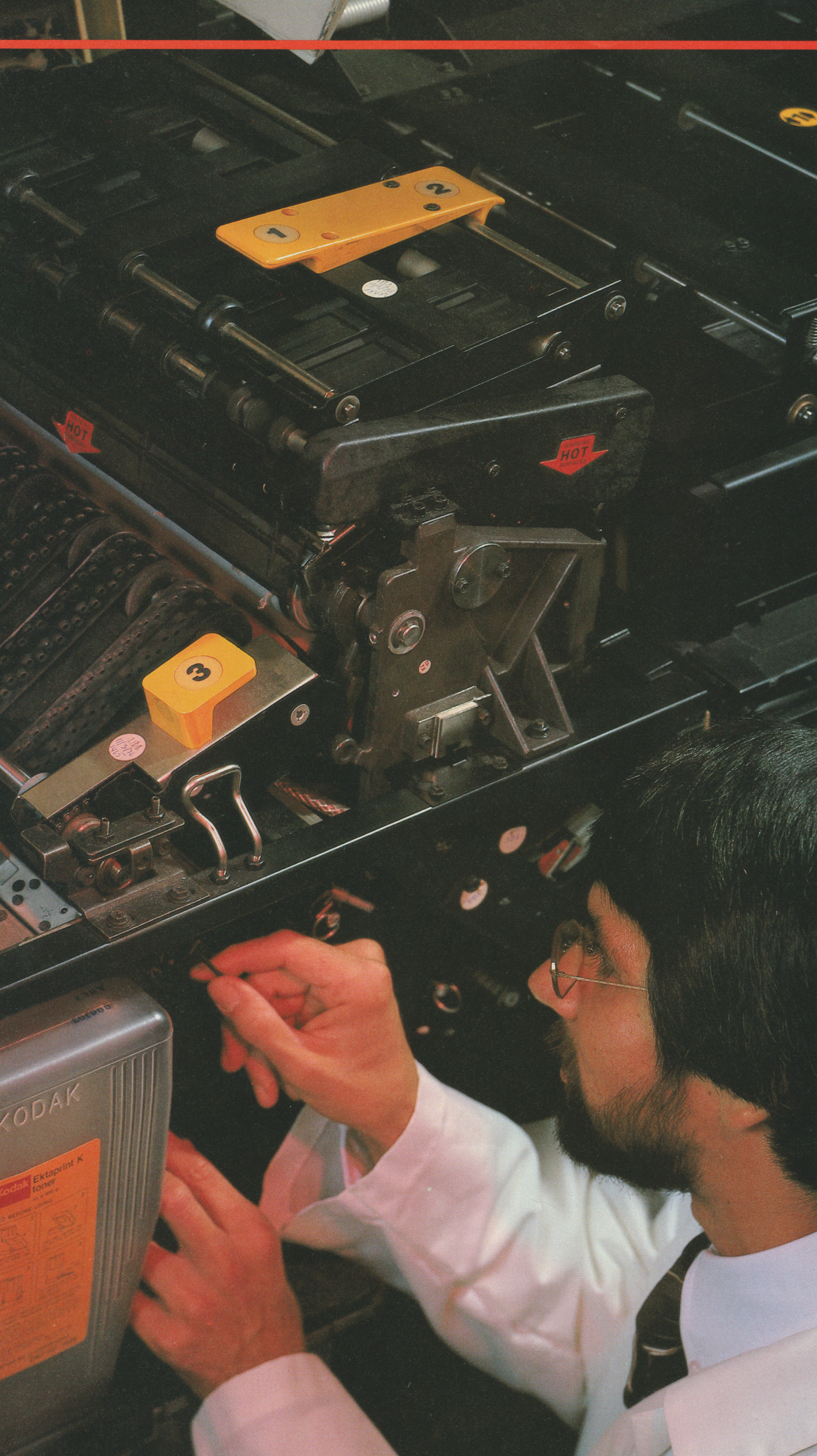
Apple training systems also help you cut your company's costs. Because of their portability, you can deliver training directly to the field, instead of transporting students to a single training site and having to pay for their lodging, meals, and other expenses.

Electronics companies know reliable hardware. That's why they're training assemblers to become technicians on Apple systems.

Apple computers used by the military deliver diagnostic service training that ensures the competency of technicians on missile firing teams.







Apple—The Training Program Developer's System

You don't have to be an experienced computer programmer to develop training materials on an Apple, thanks to the Apple PILOT family of software products: Apple PILOT, Apple SuperPILOT™, Apple Co-PILOT™, and Apple SuperPILOT, Log.™

Apple PILOT and Apple Super PILOT are powerful, easy-to-learn languages that let you use simple commands to author or customize your own sophisticated training programs. Apple SuperPILOT is an enhanced version of the Apple PILOT program, with added features such as a single, simple command that lets you easily control by program a videotape recorder, videodisc, or other audio-visual device. Other SuperPILOT extensions include the capability to display colored text on colored background, as well as double-sized text and characters in bold typeface.

The customer service groups of some companies are using Apple computers to develop and deliver technician training lessons. The net result: service personnel learn to diagnose problems faster, becoming more productive.



Apple Co-PILOT is an interactive tutorial on using PILOT. It takes you through most of the 20 PILOT commands and instructions, and provides an excellent introduction to the language.

Apple SuperPILOT Log is a student record keeping system that works with Apple SuperPILOT, and saves many hours of administrative time. With SuperPILOT Log you can perform student analysis (to determine a specific student's progress), item analysis (to determine how students are responding to a particular question), or class analysis (to determine—and display graphically—the class curve for any training program).

The Apple PILOT family of software products allows you to tap some of the Apple's most effective training features: sound effects, high-resolution graphics, color, and interactive video control.

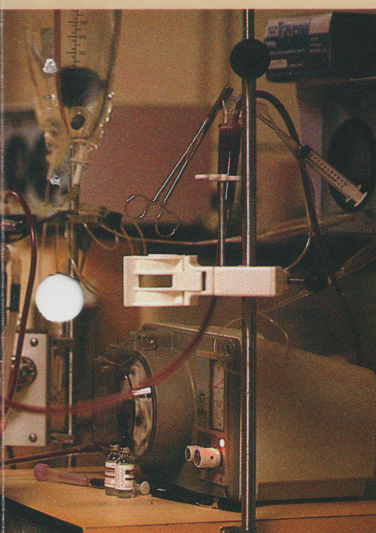
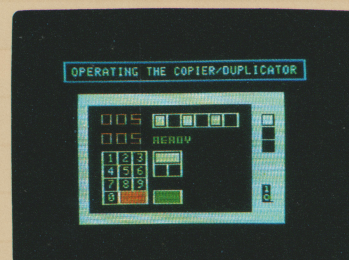
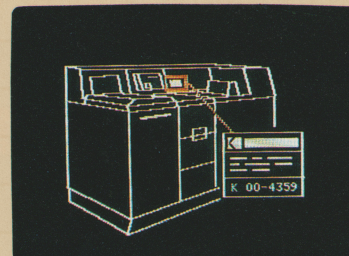
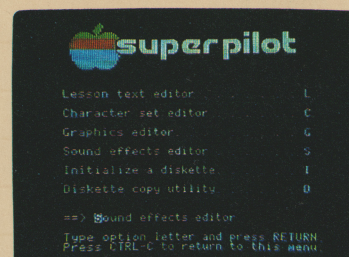
■ **Sound.** The Apple's built-in speaker can be used to reinforce correct answers or alert students to their mistakes. Sounds can be created to prompt users for responses—or reward and amuse them with music.

■ **Color and Graphics.** Using Apple PILOT, you can easily put shapes, colors, even animation to work in your training materials. In teaching complex technical skills such as electronic circuit assembly, for example, you can reduce confusion just by differentiating wires and components with colors. You'll notice a marked increase in overall student comprehension, too, thanks to the Apple's ability to present information graphically with sharp, colorful pie charts, diagrams, and other visual aids.

■ **Interactive Video.** Perhaps the most exciting feature of Apple II training systems is their ability to integrate sound effects and text on the screen with the audio-visual information of videotape or video disc. This combination of media is simple in concept, yet amazingly effective in producing student comprehension and competency.

When used with a video interface, the Apple can precisely control a videotape recorder or video disc player, allowing you to mix selected video segments with graphics, computer-assisted instruction, and test questions. You can also do branching and remediation. These features allow you to: 1) keep your present videotapes current; 2) extend the utility of older video materials by simply updating them to exclude segments that are no longer valid. The money you save over replacing older materials will in itself quickly pay for the Apple.

Apples are being used in all kinds of interactive training situations. One application by the American Heart Association teaches proper cardio-pulmonary resuscitation (CPR) techniques in 20 minutes—techniques that previously required four hours of instruction. It's done by means of an electronic "patient," videotaped demonstration, and an Apple II system that controls the exchange of student/"patient" responses.



The Regional Kidney Disease Program in Minneapolis converted its existing videotape library for use in Apple-based, interactive video training of nurses and medical technicians. Students progress at their own pace, while the computer systems handle all record-keeping and testing. And instructors are able to assist those who need it most, thereby making the best use of their time.



Apple—A System For Training Program Administration

Effective training requires constant tracking, listing, and record keeping. With the Apple you get a support system that has enormous practical capabilities, from monitoring individual performance to providing supplemental training materials for students who need it or want it.

■ **Versatility.** Apple training systems let you not only effectively create and deliver training programs, but also fully evaluate and support them as well. That's because, at the heart of the system is a complete, powerful computer capable of tracking, consolidating, charting, and reporting performance data on students, individually and collectively. The Apple is capable of storing, organizing, and supplying data, whether you want a mid-course status report that identifies areas where extra training is needed, or year-to-date totals of correct/incorrect responses to certain training programs questions.

Many students trained on Apples either will be familiar with them already or will eventually be using them in business applications. These applications have many uses, including supporting your company's training program in such areas as:

- Departmental Budgeting
- Student Tracking
- Business Planning
- Training Needs Analysis
- Decision Evaluation
- Text Editing
- Information Processing
- Forecasting and Analysis
- Record Keeping
- Accounting/Bookkeeping

Before and after class, Apple-based training systems offer multiple advantages—for the student, the instructor, and the company.



Worker safety skills in hazardous environments are critical. Apple computers can deliver training in such skills effectively and cost-efficiently.

Apple—A System And A Company You Can Rely On

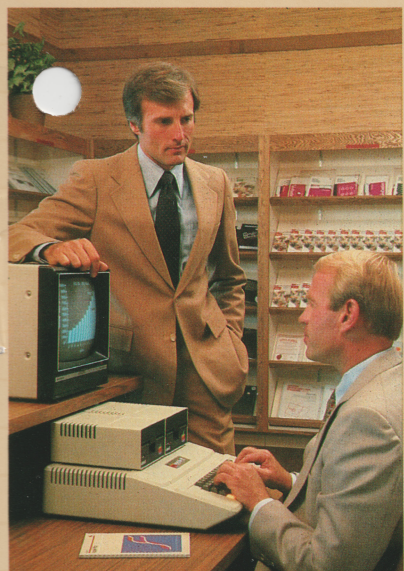
With Apple, support is more than a marketing buzzword. It's part of the reputation our success is based on, a reputation for high quality, helpful cooperation, thorough documentation, and — when needed — fast service turnaround.

■ Nearby Service

Centers. There are over 1,500 authorized Apple service centers worldwide. All are staffed with reliable, highly competent people who have passed rigorous service training programs (which utilize the training strengths of the Apple, we might add). All maintain a ready inventory of extra parts and modules, so that repairs can usually be done in minutes while you wait.

■ A National Accounts Program. If you're interested in buying Apples in quantity you may qualify for volume purchase discounts and comprehensive service and support. This not only saves you money, but provides a quick way to introduce Apples in a multiple-location, national training program, with the confidence of obtaining complete support in each of your locations. For more details, talk with your Apple sales representative or a local, authorized National Accounts Support Dealer.

Fast service, complete support. They put the shine on the Apple — *and* on your training programs.



**Apple Computer
Regional Sales Offices**

Northern CA, Northern NV

1335 Bordeaux Drive
Sunnyvale, CA 94086
(408) 734-3202

**AK, OR, WA, West MT,
West ID**

9450 S.W. Commerce Circle/
Suite 160
Wilsonville, OR 97070
(503) 682-3544

Southern CA, Southern NV

17275 Derian Avenue
Irvine, CA 92714
(714) 549-0119

**AZ, CO, NM, East MT,
East ID, UT, WY**

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Salt Lake City, UT 84106
(801) 278-0433

AR, LA, OK, TX

12201 Merit, Suite 700
Dallas, TX 75251
(214) 385-3553

IA, KS, MO, NE, South IL

700 Office Parkway—Suite 27
St. Louis, MO 63141
(314) 432-7883

MN, ND, SD, WI, North IL

Two Crossroads of Commerce
Rolling Meadows, IL 60008
(312) 577-2143

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9916 Carver Drive
Cincinnati, OH 45242
(513) 793-0318

**NY, North NJ, Manhattan,
Long Island**

1 Penn Plaza, Suite 1620
New York, NY 10119
(212) 736-6680

CT, MA, ME, NH, RI, VT

80-B Turnpike Road
Westboro, MA 01581
(617) 366-5726

**DC, DE, MD, NC, SC, VA,
East PA, South NJ**

Clark Bldg.—Suite 220
5565 Sterrett Place
Columbia, MD 21044
(301) 730-2255

AL, FL, GA, MS, TN

245 Perimeter Center Parkway
Suite 400
Atlanta, GA 30346
(404) 396-7643



10260 Bandley Drive
Cupertino, California 95014
(408) 996-1010
TLX 171-576